



Media Release

New Pay-by-Plate parking system to launch on July 1, 2021, residents can provide feedback on Engaging Midland

June 16, 2021 – On July 1, 2021, the Town of Midland will be launching its new paid parking system for parking spaces downtown and in all municipal parking lots, including Midland Harbour. The new “Pay-by-Plate” system will allow drivers to simply pay at the new meters, enter their licence plate number, and continue on their way. There is no need to display tickets on the vehicle dashboard.

“Our new pay-by-plate parking system is really the finishing touch to our King Street Rejuvenation project,” said Mayor Stewart Strathearn. “Not only do we have a fresh, beautiful looking downtown main street, we now have a modernized parking system. Replacing the 350 old meter machines with 70 of these modern pay-by-plate meters not only provides more convenient payment options for drivers, but it will also allow us to maintain our accessible and flexible streetscape.”

Highlights of the system that will be in place on July 1:

Parking Rates

- 25 cents/15 minutes.
- \$1/hour.

Hours of Operation

Paid parking will be in effect using the following schedule:

- Downtown streets & Municipal Lots: 9 a.m. to 5 p.m., Monday-Friday.
- Harbour Lot: 9 a.m. to 5 p.m., seven days a week.
- Overnight parking remains free from April 1 to November 15.

Payment Options

The new machines offer convenient options for payment. Coins, debit/credit card, Apply Pay and Google Pay will all be accepted.

ParkedIn™ Mobile App

Using the mobile app customers enjoy:

- Paying by simply scanning a QR code with their phone at the parking meter, or at parking signs throughout municipal lots.
- Receipt email upon successful payment.
- Email alerts at 10 minutes left on your session.
- A link in the receipt and email alert to extend/top up the parking session.

Full details on the app can be found at ParkingSupport.ca/Precise-ParkLink-ParkedIn.



Permit Parking through IPASS

Parking permits can now be obtained using the Interactive Parking Access Subscriber System (IPASS). The IPASS system allows users to register for permits on a monthly or annual basis, \$30/month or \$99/year.

Through IPASS, customers can register, pay and manage their accounts at any time – no need to visit the Municipal Office to acquire permits. For full details on IPASS, please visit: ParkingSupport.ca/Precise-Parklink-IPASS-Monthly-Parking-Support.

Customized Event and Holiday Parking

The new parking system will allow for the Town to create custom parking options around events and holidays, taking advantage of the new flexible streetscape along King Street, while still providing parking options for drivers.

Updated Parking Web Page Coming Soon

In the coming weeks, an updated parking web page with customer support/FAQs will be added to Midland.ca, with an instructional video on how to use the new Pay-by-Plate parking meters.

Have Your Say – Online Engagement

Make suggestions on how we can customize the parking system to best suit residents, businesses and their staff at [Engaging Midland](https://EngagingMidland.ca). The online engagement is available now and will continue through July. Residents are encouraged to submit their feedback and help shape the parking system as we move forward. To participate, please visit: EngagingMidland.ca/Midlands-New-Pay-By-Plate-Parking-System.



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